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Message Text

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ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 USIA-15 /035 W
---------- 098309
R 171901Z JUL 75
FM AMEMBASSY LONDON
TO SECSTATE WASHDC 2974
INFO USDOC WASHDC

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E.O. 11652: N/A
TAGS: BEXP, UK
SUBJECT: COUNTRY COMMERCIAL PROGRAM, FY 1975 FINAL
REPORT

REF: STATE 49909, LONDON 3454 & A-856 OF 11/4/74

SUMMARY

POST EXCEEDED ALL FY 1975 CAMPAIGN AND NON-CAMPAIGN CCP
REQUIREMENTS WITH FOLLOWING EXCEPTIONS:
1) 1 MAJOR PROJECT UNIDENTIFIED;
2) ALTHOUGH TOTAL MIS (BSPS) EXCEEDED TARGET WE
FELL 4 SHORT IN TARGETED AREAS OF CAMPAIGNS 2 AND 5.
3) EMPIRICAL TARGET IN CAMPAIGN 7 MISSED BY 1 PER-
CENT.
OVERALL ACTIVITY TARGETS EXCEEDED BY FIGURES RANGING FROM
20 PERCENT TO 340 PERCENT AS NOTED BELOW.

1. POST GREATLY EXCEEDED OVERALL ACTIVITY TARGETS SET IN
1975 CCP CAMPAIGNS.

	CAMPAIGN TO	CAMPAIGN LO/JV	CAMPAIGN BSP	CAMPAIGN M/D
GOAL	341	22	17	566
ACHIEVEMENT	719	97	52	585
PERCENT OVER GOAL	110	340	188	

TOTAL TO	TOTAL LO/JV	TOTAL BSP

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		ONLY)	
GOAL	400	47	75
ACHIEVEMENT	1100	101	90
PERCENT OVER GOAL	175	118	20

COPY OF FINAL 75 INTERNAL REPORT WILLIAMSON-HYMAN BEING MAILED TO KEMP SHOWING BREAKDOWN BY CAMPAIGNS OF ABOVE FIGURES. TWO AREAS STILL TROUBLESOME: A) ESTIMATING MAN DAYS NECESSARY CARRY OUT CAMPAIGN GOALS: NOT SURPRISINGLY WE'RE DISCOVERING THAT GEOGRAPHICAL LOCATION FACTORS ARE TERRIBLY IMPORTANT, I.E. NORTH SEA OIL BUYERS HARD TO GET AT, AS ARE INDUSTRIAL STRUCTURE PATTERNS. OBVIOUSLY MORE TIME CONSUMING TO CHASE DOWN TOS IN DECENTRALIZED CONSUMER FIELD THAN IN OTHERS; B) TARGETING MIS (BSPS) IN CAMPAIGN AREAS. WE WERE ON HORNS OF DILEMMA BETWEEN DESIRE FOR MAXIMUM DEGREE TC UTILIZATION AND HENCE WELCOMING ALL APPROPRIATE USERS AND LEAVING BOOKING SPACE FOR LATER IN YEAR RECRUITMENT. IN THE END WE OVERACHIEVED IN MI (BSP) RECRUITMENT OVERALL AND IN EVERY CAMPAIGN EXCEPT 2 AND 5 WHERE WE SLIPPED BY A TOTAL OF 4 MIS. WE WILL HAVE TO WORK HARDER ON THIS PROBLEM DURING COMING YEAR.

2. EMPIRICAL TARGETS

CAMPAIGN	TARGET	ACCOMPLISHMENT

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1	MAINTAIN OR INCREASE U.S. MARKET SHARE	INCREASED BY PLUS 0.47 PERCENT
2	INCREASE U.S. MARKET SHARE BY 5 PERCENT	# 12.1 PERCENT
3.	INCREASE U.S. MARKET SHARE BY 10 PERCENT	INCREASED BY 10.1 PERCENT
4.	INCREASE U.S. MARKET SHARE BY 10 PERCENT	INCREASED BY 21.8 PERCENT
5.	INCREASE U.S. MARKET SHARE BY 10 PERCENT	INCREASED BY 12.3 PERCENT
6.	-	INCREASED BY 1.75 PERCENT
7.	INCREASE U.S. MARKET SHARE BY 10 PERCENT	INCREASED BY 9 PERCENT
8.	INCREASE IMPORTS BY 2 MILLION DOLLARS	2 MILLION DOLLARS INCREASE

GRATIFYING THOUGH RESULTS ABOVE ARE, PRODUCING THESE STATISTICS INVOLVED SOME FAIRLY ARBITRARY DISAGGREGATION OF U.K. CUSTOMS FIGURES - NEVERTHELESS YEAR-ON-YEAR FIGURES DO SHOW ABOVE GROWTH PATTERNS.
WE ARE WORKING ON ASSUMPTION OUR EFFORTS AIDED THIS GROWTH PATTERN.

3. OTHER GOALS.
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A) PROMOTING INVESTMENT IN USA.
SUCCESSFUL CONFERENCE HELD ON MAY 2, 1975, SEE EMBASSY'S A-437 OF MAY 8, 1975.
B) MAJOR PROJECTS
DUE LARGELY TO BUSINESS CONDITIONS IN U.K., WE WERE ONLY ABLE TO IDENTIFY ONE MAJOR PROJECT HERE (LONDON'S 2639 - BRITISH RAIL AUTOMATED PASSENGER/TICKET SERVICE);
C) FOREIGN BUYERS PROGRAM
CAMPAIGN 2 - WELL OVER 50 U.K. PARTICIPANTS IN HOUSTON, MAY 1975 SHOW.
CAMPAIGN 8 - GOALS MET AT BOTH CHICAGO AND MIAMI SHOWS;
D) ALL CERP REQUIREMENTS MET;
E) ALL LTC ON AND OFF-SITE REQUIREMENTS MET.
RICHARDSON

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